

Candy Bar Gazebo

Volume II, Issue 2 - Spring, 1985

[Issue 6]

A TREAT TO READ

VOICES FROM THE PAST

A great 1928 item was Monkey's Lunch. Made in Chicago by the Royce Peanut Company, the box contained salted and roasted in the shell peanuts. So what else would be in the box with a name like that?

Back in the 1930s the M.J. Holloway & Co. decided to give Kraft caramels a run for their money by coming out with Holloway's Super Clips whole milk caramels. Kraft won out. (The photo shows the box cover in which the caramel packets were shipped.)

When World War II broke out, chocolate was suddenly in great demand because cocoa beans came from abroad. So many candy companies turned to the native peanut for inclusion in their products. In 1943, for example, Batsum Food Products of New York City came out with its Aunt Jenny's Old-fashioned Candy Coated Sugar Nuts. The 5¢ box contained a 1-ounce supply of Sugar Nuts (coated peanuts).

(continued on page two)



There were numerous full-page ads in magazines of the 1930s and 1940s for Beech-Nut products. The one showing the Free Sample Gum girl on the right, was a Norman Rockwell original. His signature was just to the left pocket on the uniform of the police officer. Today, Beech-Nut is part of Planters/Lifesavers Division of Nabisco Brands Inc.



The above two ads were furnished by Dave Stivers, Archivist, Nabisco Brands, Inc.

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General membership in The Great American Candy Bar Club is open to the general public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of \$10.00. Active members receive quarterly issues of Candy Bar Gazebo and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$3.00 each.

All correspondence should be sent to: Ray Broekel, Six Edge Street, Ipswich, Massachusetts, 01938.

WANTED

Would like to buy Clark's candy and gum wrappers. Also any item marked Zig Zag Confections. Brad D. Burg, 102 Church St., Glen Rock, Pennsylvania 17327

Willing to buy one Milk Chocolate Mounds bar wrapper (Peter Paul). The bar was made about five years ago. The wrapper was mostly red. Marly Miller, Wolf 822, Trenton State College, Trenton, NJ 08652

Wanted by collector: PEZ candy dispensers, display advertising, clickers, buttons, scarves, and anything that says PEZ. Randy Lieberman, 305 East 40th St., New York, NY 10016

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NEWS BITS

Chocolate shows were held during January, February, and early March in Vernon, British Columbia; New Paltz, New York; Billings, Montana; Skokie, Illinois; Indianapolis, Indiana; Pasadena, California; Dallas, Texas; and Houston, Texas.

Some forthcoming chocolate shows will be held in Boston (May 19); Los Angeles (June 7-9); and Miami Beach (Sept. 21-22).

Back in the 1950s and early 1960s the 10¢ candy bar began making inroads on the entrenched 5¢ bar. In 1960 about 25% of the total bar market was the 10¢ item. The top selling 10¢ bars in the late 1950s and early 1960s were Mounds, Almond Joy, Hershey Milk Chocolate, Hershey with Almonds, Mars Bar, Wayne Bun, Marsettes, Rolo, Power-House, Baby Ruth, Nestlé Crunch, Seven Up, Milky Way, Pay Day, Hershey Krackel, and Nut Goodies. About half those bars were also available in 5¢ versions.

Back in January, when President Reagan was inaugurated, oodles and oodles of M&M's appeared at Republican headquarters in Washington. There were 8,000 pounds of the candy. Was this a plot to wean the President away from Jelly Bellies?

Perhaps the largest newsstand in America is The Great American Newsstand in the Pan Am Building next to Grand Central Station in New York City. An article in New York, January 28, 1985, reported that approximately 300 each of Hershey Bars and M&M's are sold every week, along with 1,200 rolls of Life Savers.

The cover of The Chocolate Chronicles is ready, but the book won't be off press until late in April now. Price until then is still (\$14.95 (includes postage and handling). Also still available is The Great American Candy Bar Book at \$9.00 (includes post. and hndlg.). Order now if you haven't already done so.



THE SIFERS SAGA

Here's the follow-up story to the Sifers Saga started in the Winter Issue. It's a dandy.

Russ Sifers, Overland Park, Missouri, sent along some old Valo-milk wrappers, among other things. Perhaps the most remembered was the "doily" wrapper used in the 1950s and 1960s. The other wrappers, one brown and yellow, the other brown and orange, were in use in the 1970s and at the time Sifers shut down in early 1982.

"Grandfather Sifers perhaps came up with the Ozark Ridge bar name. It was a nougat with caramel and toasted coconut all dipped in chocolate. The name probably evolved because quite a few employees of Sifers Confection Company in Kansas City were from Arkansas."

Russ goes on to say that he didn't know the exact origin of the Valomilk name, but he thought it had something to do with "marshmallow" for Valo, and "creamy flowing" for milk. Put the two together and you get Valomilk. He guessed his grandfather was trying to describe what was inside his "Original Flowing Center Candy Bar."

Here's the legend behind the bar's creation. What a story!

It was back around 1930 and the Sifers Candy Company was making marshmallow candy (penny variety). Back in those days flavorings had rather large alcohol contents, and candy makers were known to take a snort or two of flavoring, particularly on pay day.

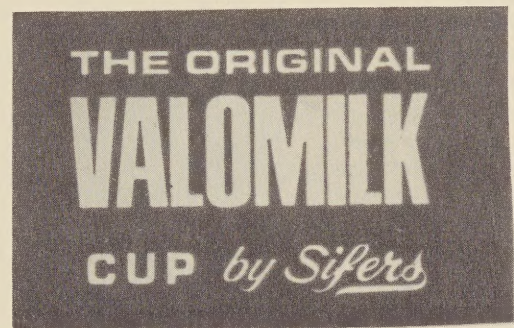
Sifers had a candy maker, Tommy H----, who had a few too many snorts one Friday while he was cooking marshmallow. Instead of the marshmallow setting up after it cooled, it remained runny. Since it was Friday and pay day, and being rather well snorted, Tommy decided to hide his "disaster," planning to come in early the next Monday to clean up the mess he had made.

Grandpa Sifers always came into the factory on Saturdays to check the mail and "look around." So naturally he found Tommy's batch of ruined marshmallow. It had completely cooled, yet never set up the way marshmallow should.

Grandpa Sifers, being the man he was, left the "creation" where it was hidden and decided to come in extra early on Monday before Tommy. When the two met that Monday, Grandpa Sifers asked Tommy to explain the flowing marshmallow. But Tommy couldn't. So Grandpa Sifers, not being one to waste anything, had Tommy take scoops of this flowing marshmallow and dip the scoops in chocolate. When the chocolate cooled the two tasted this new candy. And it was delicious! Even though it was runny and messy. So Grandpa thought he had something that would really sell. So he asked Tommy to make another batch, but Tommy couldn't duplicate his mistake!

Then, according to legend, Grandfather Sifers got Tommy several bottles of flavoring, and with many batches (and many a snort) they were finally able to create the recipe and began producing Valomilks. That bar was one of the early 5¢ candy bars. It also had other relative bars. One was the Valomilk Senior. That one was hand dipped and weighed a quarter pound! Another relative was the Valomilk Crunchy.

Can the old Valomilk bar be resurrected? That's a question Russ poses. Can it indeed stage a comeback? There's a possibility of just that, so stay tuned for possible more installments of the Sifers Saga. Keep your fingers crossed!



Sweet tooth keeps chewing, but now inflation bites back

Neal Shine

I popped 40 cents into a candy machine a couple of weeks ago, hit the button for a Payday bar and got, in return, 1.7 ounces of fudge, caramel and peanuts packaged nicely in the familiar blue, orange and white wrapper.

A short while after that, I was paging through a book called "The Great American Candy Bar Book," by Ray Broekel, and chanced upon a color reproduction of a 1940s Payday candy bar label with a very large "5¢" imprinted on it.

A closer look showed that the weight of this nickel candy bar was 2 3/4 ounces. This means that in 1943, 40 cents would have purchased nearly 1 1/2 pounds of Paydays.

I knew things had gotten out of hand in the world of candy bars, but I guess I just never realized how bad it really was.

Economists could probably make a valid case about the percentage of the median wage the 1943 nickel represented as opposed to 40 cents for less candy in 1984, but that's not the point.

Candy bars have always been a weakness of mine, and though I am better able to indulge that weakness than I once was, I am troubled by the way inflation has dealt with all of this.

In the 1940s, I considered a candy bar an investment not to be taken lightly.

I was a smart and prudent shopper for those items. Even when I knew exactly what I wanted when I walked into Jacqueline's Sweet Shop on Jefferson and Lycaste, I understood fully that only a fool would give up his nickel without first examining the full range of candy bars available at that price.

Mars, Baby Ruth, Power House, Hollywood, Welch's Fudge, Oh Henry!, Mr. Goodbar, Hershey, Whiz ("best nickel candy there is-z"), Dr. I.Q., Powerhouse, Milky Way, Nestle's Crunch, Old Nick, Zag Nut, Butterfinger, Denver Sandwich, Chicken Dinner, Clark Bar, Forever Yours, Planters Jumbo Block.

Inevitably, I would opt for heft or for the illusion of quantity.

Milky Way always had a good feel to it. Square and solid — a real nickel's worth.

The Heath Bar was not a big item among sophisticated candy buyers whose spendable dollars were nickels. It made no sense to us how the Heath folks could expect people to pay a nickel for anything that small.

But we often succumbed to the impres-

sion that more for your money meant pieces you could count.

A Seven Up candy bar, for example, provided seven separate pieces of chocolate-covered items, and even if you didn't like the jelly one, seven for a nickel was hard to beat.

There were other bargains, as well. There were three pieces in 3 Musketeers; six chewy, paper-wrapped pieces in a Bit-O-Honey, five in a package of Chuckles, and two in a Mounds Bar.

And then, of course, there was street candy and movie candy.

What was good eating while walking to the playground or home from school was not

necessarily good for a double feature, five cartoons, the Flash Gordon serial, Movie-tone News, previews of coming attractions and selected short subjects.

For the movies you needed something that lasted through all of the above with no measurable increase in the outlay of funds.

Things like Ju-jubes, Jujufruits, Red Hot Dollars, Mexican Hats, Good & Plen-

tys, Dots, Walnettos, Slo Poke, Milk Duds, Boston Baked Beans, Nibs, Jaw Breakers, Squirrel Brand Chews, Red Hots, Black Crows and Necco Wafers, which were also used by kids who flirted with sacrilege by play-acting the mass in their basements.

Candy Industry, the magazine that keeps track of things like how much candy Americans eat every year — 17.7 pounds a person in 1983 — also lists the most popular candy bars in different parts of the country.

The top 10 in this area today are Snickers, M&M Peanuts, Reese's Peanut Butter Cup, M&M Plain, Kit Kat, Hershey Almond, 3 Musketeers, Milky Way, Hershey Milk Chocolate and Butterfinger.

I asked the editor if she could give me the top 10 from the 1940s. She said she was sorry, but they weren't doing the survey back then.

So I offered to provide her with that information in case anybody else ever asks for it.

If you can remember that far back, let me know what your favorite candy was then and I'll pass the word on to Candy Industry for its archives.

You can write me at the Free Press, Detroit 48231. I'll let you know the results.

In the meantime, I think I'll go by the candy machine and invest another 40 cents. Much as it breaks my heart.



While in Dearborn, Michigan, for a chocolate show last December, Neal Shine of the Detroit Free Press, quite incidental to my appearance in Dearborn, wrote a nostalgia column about the candy bar, 12/2/84. And on January 19, 1985, he wrote a follow-up column. Both, to say the least, are great nostalgia. And Neal has granted permission to reproduce the columns *en toto*! Long live the great American candy bar.

Sweet memories last, especially when they're made of chocolate

Neal Shine

A few weeks ago, I asked you to help me write a chapter to be added to the archives of the cultural history of the United States.

In a country where every facet of our existence has been reduced to neat rows of statistics, nobody knew for sure which was the most popular candy bar of the 1940s.

Candy Industry Magazine, which can tell you that candy consumption in the U.S. went from 16.7 pounds per person in 1982 to 17.7 pounds in 1983, cannot tell you what America's favorite candy bars were 40 years ago.

The magazine keeps track of sales by regions now and rank candy bars by popularity, but has no figures going back to the '40s.

So I decided that if the magazine couldn't tell us, we would tell the magazine. I asked you to write and list your '40s favorites and you did.

There were 246 votes cast in the Favorite Candy Bars of the '40s Survey.

Even Ray Broekel, the author of "The Great American Candy Bar Book," wrote from Ipswich, Mass., to cast a vote for the Chicken Dinner bar and send me a membership card in the Great American Candy Bar Club.

Well, all the votes have been counted and the results have been collated, even though the Institute for Social Research at the University of Michigan has declined to sanction our methodology. We may not know a lot about random samples, but we know what kind of candy we like.

Herewith, your top 10 choices, including several ties:

1. Milky Way
2. PowerHouse
3. Hershey (plain or almond)
4. Baby Ruth
5. Necco Wafers
6. Clark Bar
7. Tangos and 3 Musketeers
8. Heath, Mr. Goodbar and Holloway's Sucker
9. Milk Duds and Oh Henry!
10. Snickers and Bit-O-Honey

Very close runners up were Good & Plenty, Butterfinger, Mounds and Walnettos.

Everything else was an also-ran, including Sen-Sen, which got one vote.

There was surprising passion for a candy bar that never did much for me, but then the decision on the best way to ruin your teeth and your complexion was always a very subjective one.

But the people who voted for Tangos, which tied for seventh with 3 Musketeers, voted with their hearts.

From Royal Oak, A. Jerome Bosley Jr., wrote: "My all-time favorite — and still would be — were Tangos. Their scarcity propelled me into buying them every opportunity I got. So much so that I had a dresser drawer full of them, well over a hundred bars. It was with great pain that I finally devoured the last one . . . I loved them."

Harold V. Lappin, of Saginaw, indulges in a mouth-watering recollection of Tangos and the ingredients: "A base like thick bottom pie crust, with marshmallow filling and topped

with chocolate and peanuts," then adds, "I wouldn't even know about them, of course, except that my grandmother told me about them."

From Mary B. Hanson, Nancy Downes and Jo Ann Hanson: "While you're passing the word to the candy industry, how about asking them to please bring back Tangos. We're desperate!!!"

The survey also resulted in a number of *ex post facto* confessions leading me to believe that Necco Wafers were widely used in unauthorized — and potentially sacrilegious — celebrations of the mass by an entire generation of children.

Mary Craig, of St. Clair Shores, recalls that delicious liturgy: "Fred, the older brother, was the priest while Frank was the altar boy. My role was that of altar 'boy'/director."

"After tying a pillow case/cape around Fred's shoulders, it was critical, each time we played, for me to remind Frank that 'when I lift Fred's tail, you go ding-dong.'"

And from long-time Detroit public relations executive W. Nicholas Kerbawy, this sweet trip back:

"We five brothers and sisters all worked in Dad's news agency-confectionery store in Blissfield. Mother died when the oldest of the children (Sam) was 13. Dad never remarried. We did a heap of living in the news agency-confectionery store."

"The confection gave me my girth; the news agency gave me my career."

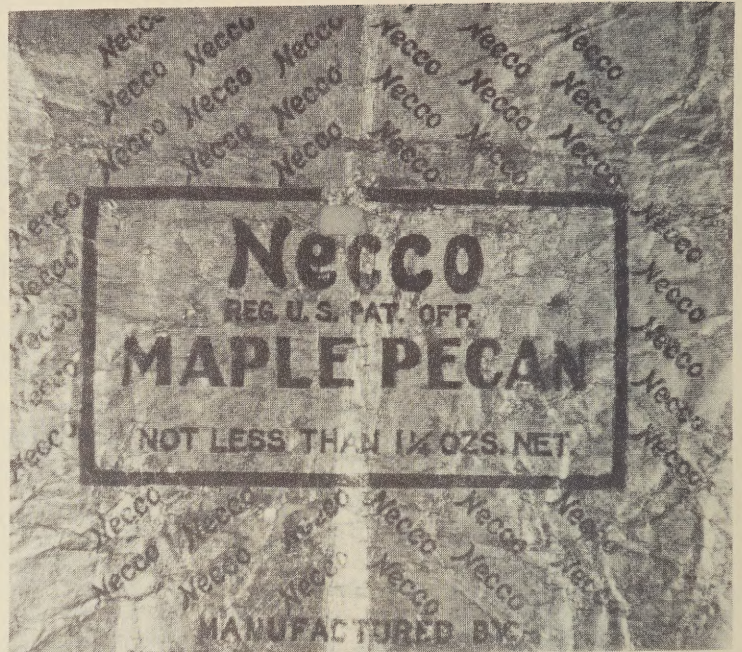
"As recently as yesterday, in front of the candy display of the Hyatt-Regency, Dearborn, I repeated this utterance: 'I could eat the entire display here.'"

Sounds good to me, Nick. Meet you there at noon Wednesday.



LETTERS FROM READERS

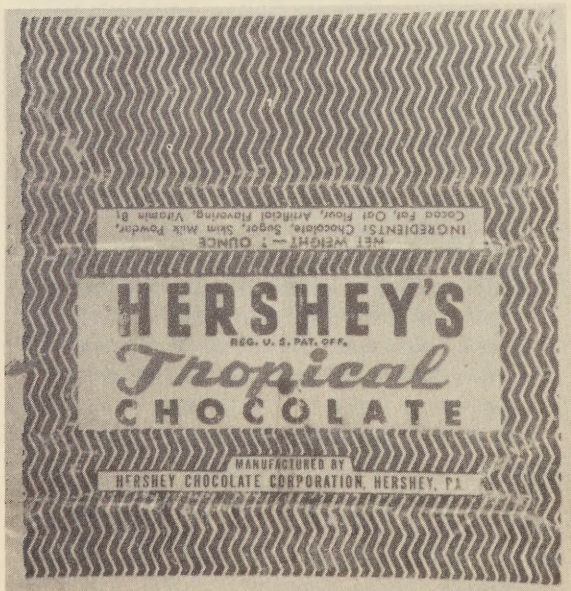
Jeannette Hetrick, Newport, Rhode Island, writes: "I'm almost 63 years of age, and when I was a youngster, we had Necco Maple Pecan candy bought for us at the candy counter of the local 5¢ and 10¢ store." (Editor's note - the wrapper, a silver tin-foil with black printing, appears to be from the late 1920s.)



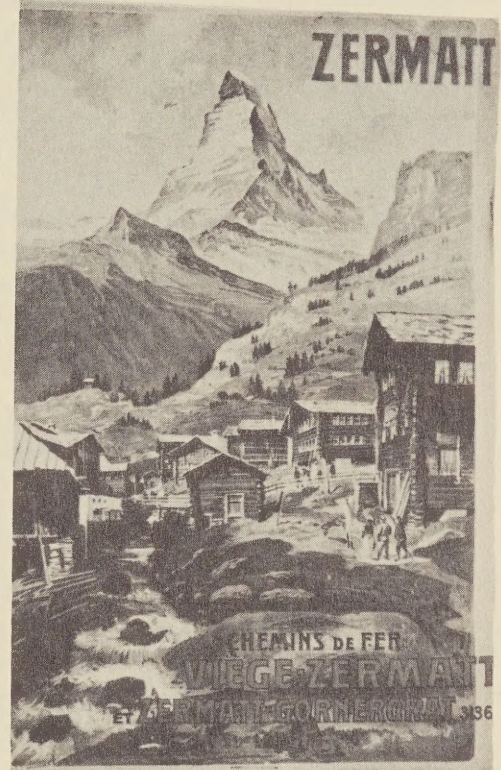
Stanislav Kramsky, of Czechoslovakia, sent along another World War II item left behind by a G.I. It's a Hershey's Tropical Chocolate wrapper. That's the bar that contained oat flour and Vitamin B₁, along with chocolate for better keeping. Stanislav also sent along one of the numerous bar wrappers made by Standard of Czechoslovakia in pre-war times. Standard no longer exists. The wrapper shown below was for the Standard Malz-Chocolate bar. It was a malted milk chocolate bar.

Frank Fiore, Hollidaysburg, Pennsylvania, sent along a clipping from the Altoona Mirror, January 9, 1985. Because of the booming business Boyer Bros., Inc., is now experiencing, the company is expanding under the ownership of Consolidated Brands. A large warehouse that formerly was an A&P warehouse is being purchased and production facilities will be added there so there'll be two Boyer plants operating out of Altoona.

Marley Miller, Trenton, New Jersey, writes: "Love your magazine! I collect wrappers, and always thought I was the only one until I heard about your publication." (Editor's note: You're not alone!)



Harry Levene of England, has one of the world's largest collections of wrappers. As of December 31, 1984, his accumulation was 60,900! He has wrappers from all over and finds, "American wrappers, for the most part, are dull and uninteresting." (Editor's note; maybe that's because Americans are more interested in what's inside the wrappers.) Pictured below are three wrappers Harry sent along. The Nestlé wrapper showing the giraffe is #7 in a series made in Istanbul, Turkey. The other two bars are Swiss chocolate bar wrappers showing views of the mountains. The wrappers are quite colorful.



Elizabeth Peterson, Minneapolis, Minnesota, writes: "...I had forgotten those bars with the somewhat repulsive -- at least to me -- names like Denver Sandwich and Chicken Dinner -- that's candy? -- but have fondly remembered the Seven Up Bar, with the Brazil nut. I always ate that part last... the parents of my college roommate always had to bring boxes of Pearson's Nut Goodies to their daughter going to school in Oklahoma."

Joseph Markey, Phoenix, Arizona, sent along a Fast Break health bar. It's produced in Phoenix and has a carob coating. Joe has half a bar during his daily coffee break at work! Joe reported: "I'm looking forward to reading The Chocolate Chronicles."

Jay Troppe, Nassau, reports: "I received a stocking full of English Mars candy for Christmas which I enjoyed. The Minstrels, similar to M&M's, were the best. The rest didn't measure up to United States Mars products." (Editor's note: how right you are, Jay!)

NEW KIDS ON THE BLOCK

E.J. Brach and Sons, Inc., of Chicago, are getting back into the bar related business. Three recent entries are Milk Chocolate Covered Peanuts, Milk Chocolate Covered Raisins, and jelly fruits called Perkys.

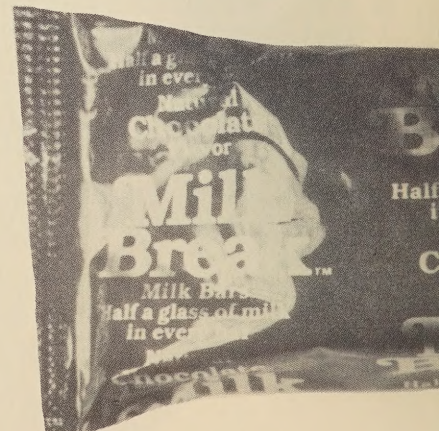
Caramel Crisp, Rowntree Mackintosh of England, is being marketed by Rowntree DeMets, Inc., in the United States. It's milk chocolate covered crisped rice and caramel. The old familiar DeMets Turtles has a new package. Made for Rowntree DeMet's Inc. of Canada, it is on sale in the United States.

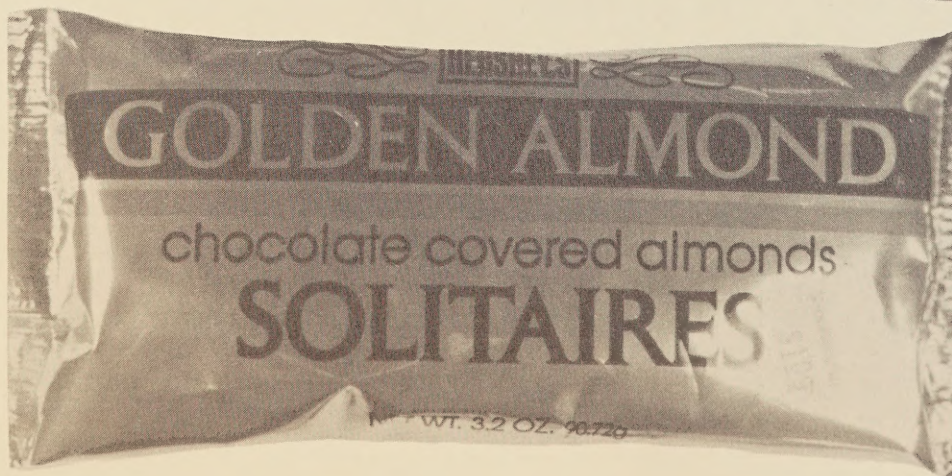
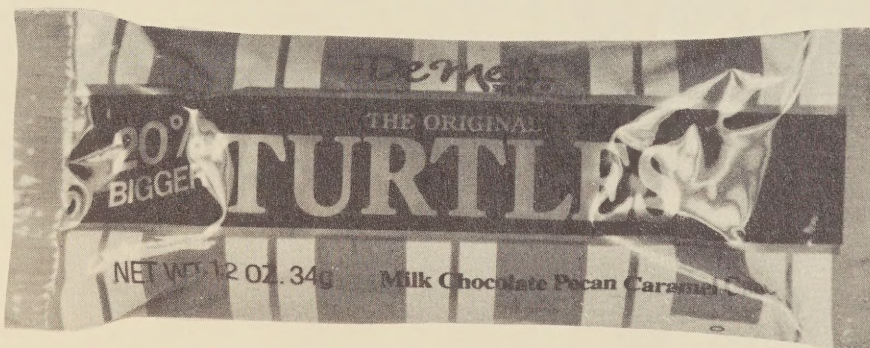
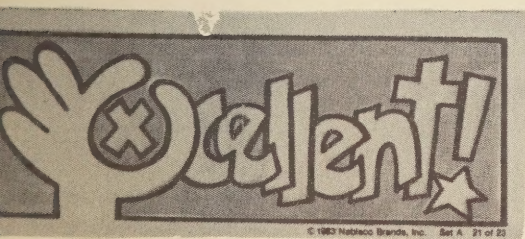
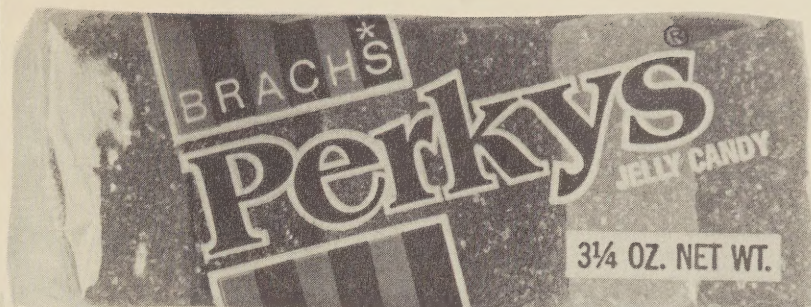
Cherry Blossom is imported from Canada by Nabisco. It's a whole maraschino cherry in a syrup covered with a thick layering of chocolate containing peanut bits. Another Nabisco product, Sugar Daddy, recently came out with a new paper item, Wacky Stickers, packaged with the well-known caramel sucker.

The various New Trail Granola Bars put out by Hershey have new packaging. Illustrated is the Honey Graham version. Also out is Hershey's New Golden Almond Solitaires, chocolate covered almonds that taste mighty good, but are a bit steep in price. It comes out to about 9¢ for each chocolate covered almond in the packet. To make the weight come out right, small globs of chocolate are included in the packet.

Pillsbury also has come out with new packaging for its Milk Break Bars. Shown is the Natural Chocolate Flavor bar. Also being produced are Natural Milk Flavor, Natural Peanut Butter, and Natural Chocolate Mint Flavor. Contrary to what Consumer Reports says, the bars do taste good.

The French candymaker, Poulain, has a nice candy piece now available in the United States. It's a milk chocolate covered center made of smooth, almost truffle-like chocolate into which hazelnut pieces are mixed. It's a 50¢ gourmet treat.







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THE CANFIELD PHENOMENA

Back in the 1930s I can remember drinking Canfield's Ginger Ale while living in Evanston, Illinois. The 61-year-old company, privately owned, made national news in mid-January of 1985 when newspaper columnist Bob Greene of The Chicago Tribune, wrote enthusiastically about the taste of Canfield's Diet Chocolate Fudge Soda Pop. That Chocolate Fudge Soda Pop had been around since 1971, but had just so-so sales. Then late in 1984 its formula was switched to include the NutraSweet brand sweetener instead of another brand. That did it. Now the soda didn't have that bitter aftertaste. It really tasted sweet, and chocolatey, too. While it contained no real chocolate, a chocolate flavor came through loud and clear. And the best is yet to come - a six-ounce serving contains only two calories!

Now for the bad news. Canfield's Diet Chocolate Fudge Soda Pop is basically only available in the Midwest - Illinois, Indiana, Wisconsin, Michigan, and Missouri. But franchising is popping up in other states, so keep the faith. If you're a chocolate lover, and a bit overweight, you can have your cake and eat it, too. Just hang in there. That soda pop is worth waiting for! Viva la Canfield!

WHAT'S A NICKEL WORTH?

Guess what M&M/Mars has recently come up with? Yes, that's right - the quarter-pound Snickers Bar. The bar is labeled 4 ounces in weight and sells for 65¢.

Remember back in the early 1930s when quarter-pound candy bars sold for 5¢? There were PowerHouse, Baby Ruth, Butterfinger, Jolly Jack, and Blimp, to name a few. Snickers was only a 2 ounce bar at the time. It never reached quarter-pound size until the present. The King-sized Snickers Bar sells for 65¢. That's 13 times the price of a quarter-pounder candy bar in the 1930s. On, for the good old days, right? But remember, the post card that today costs 14¢ only cost 1¢ back in the 1930s! So the quarter-pound Snickers is a bargain at today's prices - and it tastes great, too.

